

**COMMUNICATIONS  
AND TECHNOLOGY  
COMMITTEE**

**Monday, December 14, 2020**

**5:30 PM**

**McFarland Municipal Center**  
*Community Room*

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84766068277>

Or by Telephone: +1 (312) 626-6799  
Webinar ID: 847 6606 8277

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the October 19, 2020 meeting.
4. BUSINESS.
  - a. Discussion and action to make a recommendation to the Village Board regarding Chapter 33: Use of Social Media of the Personnel Policy Manual.
5. STAFF REPORTS.
  - a. Technical Specialist report.
  - b. Director's report.
6. SCHEDULE NEXT MEETING DATE.
  - a. Tuesday, January 26, 2021 at 6:00 p.m.
7. ADJOURNMENT.

of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or [cassandra.suettinger@mcfarland.wi.us](mailto:cassandra.suettinger@mcfarland.wi.us).

VILLAGE OF MCFARLAND

**Communications & Technology Committee Minutes**

*Thursday, November 19, 2020 - 5:30 PM*

**1. CALL TO ORDER, ROLL CALL.**

Trustee Brassington called the regular meeting of the Communications & Technology Committee to order at 5:30 PM on Thursday, November 19, 2020.

Members present: Stephanie Brassington, CJ Behm, Cole Younger, Eric Kryzenske, Eric Kindschi, Blake Draper, Andrew Felt, Sean Chislom.

Members not present: Ella Tschopik, Jason Jasinski.

Staff Present: Stephanie Miller, Andrew Day.

**2. PUBLIC APPEARANCES.**

No public appearances.

**3. APPROVAL OF MINUTES.**

a. *Motion to approve the minutes of the September 22, 2020 Communications and Technology meeting.*

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Eric Kryzenske, to approve the minutes of the September 22, 2020 Communications and Technology meeting. Motion carries 8 - 0 - 0 by acclamation.

**4. BUSINESS.**

a. Discussion and approval of new village website design by CivicPlus.

Director, Stephanie Miller, and Technical Specialist, Andrew Day, presented and discussed the new website design from CivicPlus.

Members of the committee made multiple comments and suggestions for edits to the new design, including, but not limited to, the following:

- Draper - commented, huge improvement; likes the main buttons; more contemporary.
- Trustee Kryzenske - asked about the sign in, social media links, and community calendar.
- Draper - agreed with location of social icons being frustrating.
- Chislom - likes the format and the social icons at the bottom. Sees potential for moving them later.
- Behm - mentioned adding a social media button to the film strip.
- Draper - questioned if "Employment" should be an icon button, but likes other icon buttons. Chislom agreed.
- Trustee Brassington - questioned the Quick Links information found in footer.
- Felt - questioned analytics.
- Draper - questioned the NotifyMe platform and how it's used.
- Chislom - likes the look of the calendar.
- Brassington - "View All Events" button - change text color.
- Draper - create a Community Calendar sign-up Form
- Draper - wants to know more about the search bar and its capabilities.

Miller to take the comments and edits to CivicPlus representatives for due date of 11/20/2020.

Motion by Village Trustee Stephanie Brassington, second by Blake Draper, to approve new village website design by CivicPlus. Motion carries 8 - 0 - 0 by acclamation.

b. Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Production Assistant position within the Communications and Technology Department.

Director, Stephanie Miller, discussed the revisions to the position description and status for the Production Assistant to go from part-time to full-time.

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Eric Kryzenske, to recommend to the Village Board regarding revisions to the position description and status for the Production Assistant position within the Communications and Technology Department. Motion carries 8 - 0 - 0 by acclamation.

**5. SCHEDULE NEXT MEETING DATE.**

a. Monday, December 14, 2020 at 5:30 p.m.

Committee will meet in the event there is no conflict with Committee of the Whole.

**6. ADJOURNMENT.**

Motion by Village Trustee Stephanie Brassington, second by Eric Kindschi, to adjourn at 6:23 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,  
Stephanie R. Miller  
Director of Communications and Technology



**VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Monday, December 14, 2020

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion and action to make a recommendation to the Village Board regarding Chapter 33: Use of Social Media of the Personnel Policy Manual.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. CHAPTER 33 Social Media Policy - DRAFT 12082020 FINAL

## CHAPTER 33 - POLICY ON USE OF SOCIAL MEDIA

### 33.01 Purpose

This policy provides guidelines and procedures to Village staff in determining the proper utilization of social media. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Examples of these online tools include Facebook, [Instagram](#), Twitter, [LinkedIn](#), YouTube, blogs and several others. The Village may use certain social media sites in order to reach out to the public and educate individuals on events, activities, awards, and other news releases. Social media can help the Village and its departments to connect in different ways with other organizations and businesses in the community. This policy outlines the proper content and uses for social media since the Village has a significant interest and expectation in regulating the content that is posted on its sites.

### 33.02 General Village Use of Social Media Policy

- (1) ~~In order for any Village Department wishing to establish a social media site, the request must submit a plan for approval to first be approved by the Administrator and Clerk/Deputy Treasurer. Communications and Technology Director that explains how the site will be used and identifies the Staff responsible for updating and monitoring the site. Requests for social media sites must include a plan that assigns certain individuals (department head or designees) to regularly update and monitor the sites.~~ The request must also explain the ways that the Department plans to utilize its social media site.
- (2) All social media sites must be monitored and ~~posts should be done regularly according to best analytic practices for each platform as directed by the Communications and Technology Director updated each week day.~~
- (3) Each social media site must clearly state that it is Village-operated and maintained by Village staff. Sites must also include the Village of McFarland logo as well as any other branding or logos that identify the involved party.
- (4) All social media sites should include a link back to the Village of McFarland website: [www.mcfarland.wi.us](http://www.mcfarland.wi.us).
- (5) All Village staff must adhere to the Policy on Use of Technology Resources along with any other related federal, state, or local regulations.
- (6) The Village reserves the right to take down any abusive or inappropriate posts that violate this policy. ~~Any post that is taken down from the site must be documented by the department responsible for the social media site. Documentation must include a copy of the post, time of post, date of post, name of the individual responsible for the content, and any other information that is relevant to the situation.~~

(7) Village of McFarland social media sites are subject to State of Wisconsin public record laws. Any content on these sites related to Village business is considered public record. All social media sites maintained by the Village shall have archival technology to retain all posts to maintain compliance with public records law.

Content can range from messages, list of subscribers, images, videos and any other content that exists. The department that creates a social media site is responsible for responding to any public records request in coordination with the Clerk/Deputy Treasurer. If possible, each social media site should remind its viewers through a disclaimer that content on the site is considered public record.

(8) Employees ~~maintaining-managing~~ Department social media sites are representative of the Village and are expected to conduct themselves accordingly. All posts by employees must be completed in a professional manner that is strictly used for informative purposes related to Village business. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action.

(9) The Village encourages all departments and staff to adopt and use the following disclaimer for their Department social media sites:

*“The Village of McFarland ~~requires encourages~~ all viewers to use proper content. Any abusive or inappropriate content that violates the Village of McFarland Policy on Use of Social Media will be removed from the site. All information posted on this site is subject to public record.”*

### 33.03 Comment Policy

(1) Any comment posted by a resident or member of the public is solely an individual’s opinion. Allowing posts by the public does not imply that the views or opinions expressed are representative of or endorsed by the Village of McFarland. Comments and posts created by Village staff may only provide information regarding Village business and must be fact-based and professional.

(2) The Village reserves the right to remove any inappropriate or abusive content. This includes but is not limited to content ~~that~~which:

- (a) Discriminates against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or mental or physical disability;
- (b) Makes threats towards an individual or organization;
- (c) Supports or opposes a political campaign or ballot measure;
- (d) Solicits commerce;

- (e) Violates any federal, state, or local law;
- (f) Encourages illegal activity;
- (g) Contains sexual content (including links);
- (h) Contains profane or abusive language and/or images;
- (i) Violates the legal ownership interest (such as copyright) of any party;
- (j) Or any other comments that do not relate to the original topic.

(3) The Village reserves the right to remove or block any members of the public who repeatedly violate this policy.

(4) If content is removed, Village staff must document the violation while notifying the involved party / individual that their content was removed. The following message should be sent out to any members of the public that violate the policy:

*“The Village of McFarland removed your recent content from its social media site because it was in violation of the Village’s Policy on Use of Social Media. Please avoid from posting any inappropriate content in the future. If you do not refrain, the Village of McFarland reserves the right to remove you as a member of this group. Thank you for your cooperation.”*

(5) All sites must have one or more staff designated to update content on the site, respond to any requests or questions asked by the public, and monitor regularly the content posted on their social media sites. Only Village employees authorized under Section 33.02(1) are permitted to remove content posted on Village media sites by the Village or the public, and any such removal must be in accordance with Chapter 33 and all other Village Policies.

### **33.04 Personal Use of Social Media**

(1) The Village recognizes employees may choose to have their own personal social media sites and accounts unrelated to their work as an employee of the Village. These sites, as applicable, are private and are intended to share their own personal information as the employee elects to regarding nonwork related information.

(2) Village employees are prohibited from use of their Village account or password for a personal social media account.

(3) Employees who misuse the Village’s image or likeness through their personal social media accounts, whether on- or off-duty, such as posting offensive, lewd, or unbecoming photographs while wearing Village insignia, may be subject to disciplinary action, up to and including termination of employment.

**Commented [CS1]:** Additional language added in from Village Labor Attorney to reinforce that only select employees who are trained should be removing content. Those who are approved to remove content will be trained on consistent non-biased removal of content that doesn't infringe upon first amendment issues.

**Commented [CS2]:** Additional language added in to protect the Village’s brand an image on social media for both on and/or off duty related matters.

~~(3) The Village recognizes encourages employees may choose to share Village related events or items as part of their personal accounts to help create brand awareness.~~

~~(4) Employees on- and off-duty personal use of social media that violates the grounds for disciplinary action outlined in Chapter 12 of the Personnel Policy manual regarding personal behavior may be subject to disciplinary action, up to and including termination of employment.~~

### **33.05 Professional Use of Social Media**

**(1)** Only individuals authorized by the Village may publish content on behalf of the Village in their work capacity as a Village employee. Permission to create accounts/sites to publish content on behalf of the Village shall be approved by the Village Administrator. All approved social media sites shall identify themselves as approved accounts of the Village of McFarland.

**(2)** Employees approved to publish content on behalf of the Village shall create a new account with their Village email address and ensure the account is linked to the Village's electronic archival software to ensure compliance with public records law.

**(3)** Employees must provide their Department Head with the applicable username and password used for any Village account setup by an employee. Any updates to such username(s) or password(s) following the creation of a Village social media account shall also be provided to the Department Head by any employee who sets up a Village social media account pursuant to this Chapter.

**(43)** All posts or communications must maintain a high level of ethical conduct and professional decorum. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, avoid jargon, obscure terminology or acronyms. Failure to do so may be grounds for revocation of authorization to hold a Village social media account.

**(54)** Posts that are for political purposes or any private related activities or transactions are prohibited.

**(65)** Inappropriate usage of a Village social media account shall be grounds for disciplinary action up to and including termination.

**(76)** Inappropriate usage of a Village social media account shall be grounds for removal of the account under the discretion of the Village Administrator.

**Commented [CS3]:** Language removed at the recommendation of the Village Labor Attorney. The concern was this language intermingles an employee's personal account with their employment, which may create unnecessary issues for the Village down the road. For example, employees may share Village events with commentary that is not completely consistent with the Village's "brand" or "messaging."

**Commented [CS4]:** Provision added to reference standards already in existence within Chapter 12 of the Personnel Policy manual regarding personal conduct prohibitions including the following :

(f) Disorderly, illegal, or immoral conduct which brings disrepute upon the individual or which reflects adversely upon the Village as an employer.

(g) Knowingly making false or malicious statements with the intent to harm or destroy the reputation, authority or official standing of individuals or organizations.

**Commented [CS5]:** Additional language added in to prevent issues with an employee leaving and taking their credentials with them.